
City of Mesa

iMesa Steering Committee Workshop

Advanced Strategy Lab OnLine™ Session Document

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WARM-UP: What Makes Mesa Mesa?

Instructions: What do you believe makes Mesa Mesa? What are the most compelling attributes about our city, its people and our region? (multiple responses)

Ideas Results

No.	Idea
1.	Family oriented
2.	Scott smith
3.	Varied geography
4.	Excellent school system
5.	Parks
6.	Diverse population
7.	Diversity
8.	Chicago cubs
9.	Climate
10.	Recreational opportunities
11.	Strong aviation and aerospace industry
12.	Open space
13.	NYS
14.	Mormon influence
15.	River and mountains
16.	Access to the Desert
17.	Hispanic influence
18.	Family-oriented, quality-of-life, education
19.	History
20.	Dominance in city affairs by one religious group
21.	No property tax

22.	Citrus
23.	Educational focus
24.	Retirees
25.	Museums
26.	Sense of Community
27.	Variety of separated neighborhoods - dispersed
28.	Agricultural history
29.	Small Town feel Big City amenities
30.	Cubs baseball
31.	Lots of empty infill space
32.	Unique street landscaping that identifies Mesa
33.	Sprawl
34.	Access to transportation
35.	Arts and Culture
36.	Largest arts center in state
37.	Mesa community college
38.	Suburb
39.	Tired & rundown areas along East Main street
40.	Proximity to national forest for recreation
41.	Pride in the City
42.	Minimal traffic
43.	Small airports
44.	Genealogical center
45.	Sense of community
46.	Still has a chip on shoulder about living in the shadow of Phoenix
47.	Diverse population
48.	Small community
49.	City of faith

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|-----|------------------------------------|
| 50. | Easy access via road system |
| 51. | Identify Hispanic areas for sports |

(1) Categorization of What Makes Mesa Mesa

Instructions: The following is a summary of the responses. In a moment we'll assess the list...

Ideas Results

No.	Idea
1.	Family orientation
2.	Level of diversity
3.	Excellent school system
4.	Great climate
5.	Heritage at the Cubs
6.	No property tax
7.	Great sense of community
8.	Agricultural history
9.	Focus on the arts (museums etc.)
10.	Transportation access
11.	Strong city pride
12.	Access to desert and mountains

(1A) Prioritization of What Makes Mesa Mesa

Instructions: Now, please assess how important each of these aspects are to you personally as you think about what influences and distinguishes Mesa. Use a scale of 1-10 where a '1' means not at all important and a '10' means extremely important:

HIGH/LOW REPORT
11 Responses

Rating Criteria: Importance in Distinguishing and Differentiating Mesa

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	Excellent school system	10	7	1.2	9.4	11/11
2.	Strong city pride	10	5	1.6	8.3	11/11
3.	Family orientation	10	5	2.0	8.3	11/11
4.	Great sense of community	10	3	2.2	7.9	11/11
5.	Great climate	9	6	1.2	7.7	10/11
6.	Transportation access	10	4	2.0	7.5	11/11
7.	Focus on the arts (museums ect.)	10	3	2.2	7.3	11/11
8.	Access to desert and mountains	10	3	1.9	7.0	11/11
9.	Level of diversity	10	3	2.4	6.9	11/11
10.	No property tax	10	1	2.6	6.0	11/11
11.	Heritage at the Cubs	10	1	2.5	5.9	11/11
12.	Agricultural history	7	2	1.7	4.0	11/11

(1A) Prioritization of What Makes Mesa Mesa

Instructions: Now, please assess how important each of these aspects are to you personally as you think about what influences and distinguishes Mesa. Use a scale of 1-10 where a '1' means not at all important and a '10' means extremely important:

FREQUENCY DISTRIBUTION REPORT 11 Responses

Rating Criteria: Importance in Distinguishing and Differentiating Mesa

Rank	Idea	1	2	3	4	5	6	7	8	9	10
Scale: 1 2 3 4 5 6 7 8 9 10											
1.	Excellent school system	0	0	0	0	0	0	2	0	1	8
2.	Strong city pride	0	0	0	0	1	1	0	4	2	3
3.	Family orientation	0	0	0	0	2	0	1	3	0	5
4.	Great sense of community	0	0	1	0	1	0	1	3	2	3
5.	Great climate	0	0	0	0	0	2	2	3	3	0
6.	Transportation access	0	0	0	1	1	2	0	3	2	2
7.	Focus on the arts (museums etc.)	0	0	1	1	0	2	0	3	3	1
8.	Access to desert and mountains	0	0	1	0	1	2	2	3	1	1
9.	Level of diversity	0	0	1	1	2	0	2	2	1	2
10.	No property tax	1	0	0	1	4	1	0	2	1	1
11.	Heritage at the Cubs	1	0	1	1	1	2	2	2	0	1
12.	Agricultural history	0	4	0	1	5	0	1	0	0	0

Transformational Outlook: Mesa Plus 10

Instructions: It's 10 years from now ... and several of the iMesa transformative ideas have been accomplished or in the process of being accomplished. What does this transformed Mesa look like to you? What makes Mesa Mesa NOW? What are people saying about Mesa? What's changed for the better? (multiple responses)

Ideas Results

No.	Idea
1.	Trend setting community
2.	Vibrant night life downtown
3.	Healthier
4.	Emphasis on infill rather than sprawl
5.	Younger
6.	Large creative class
7.	Valley wide light rail
8.	Education hub
9.	Nightlife
10.	Green community
11.	Hub for Fortune 500 regional hqs
12.	Excellent multi-modal transportation corridors between villages
13.	The "It" City in the Valley
14.	Stores open on Sunday
15.	Quality of life
16.	Additional educational centers
17.	Village focused
18.	Stores open late
19.	4 year college
20.	Hip vibrant community

21.	Villages feature high density mixed use core
22.	Quality of Life city in the Western U.S.
23.	Cutting edge
24.	Vision for future of mesa is identified and communicated
25.	Indoor pools/community centers
26.	Educationally vibrant at all levels
27.	Vast public transportation
28.	Recognized for educational excellence
29.	Valley wide street designs
30.	More business/industry
31.	Most diverse city
32.	Increased arts activities
33.	More white-collar employment
34.	Walking / biking trails connecting villages
35.	Saving historical buildings, etc
36.	Light Rail to Poly & new airport terminal
37.	High residential downtown
38.	Jobs per capita is above the valley average
39.	Gateway air access to the US and world
40.	East side terminal at Gateway
41.	Multi use zoning for greater density
42.	Mecca for education
43.	Exciting restaurants
44.	The Arts Center of East Valley
45.	No property tax
46.	Neighborhoods that foster a healthier lifestyle
47.	Destination city
48.	Recognize the mixed race environment

49.	Technology hub
50.	More and higher paying jobs
51.	Where the creative class lives works and plays
52.	Buy out Maricopa county properties inside mesa
53.	Regional coordination for economic development
54.	Destination location
55.	Medical services and training center
56.	Mesa - the place to be!
57.	Youthful city
58.	More park and ride lots
59.	Regional coordination for transportation plan
60.	Secure
61.	Convention site
62.	Bike, hiking trails, outdoor activity
63.	Fewer cars on the road
64.	Parks, recreational fields in all parts of town
65.	Strong, widely varied employment base
66.	Strong sense of community
67.	Valley wide bus transportation
68.	Active and Vibrant day and night young and old
69.	Bike share
70.	Excellent hotels
71.	Less salad bowl/more melting pot for cultural diversity mix
72.	Medical research/treatment destination
73.	Best arterial roads with strong landscaping
74.	"Green city"
75.	Change in perception that city services are not free
76.	Another university - preferably downtown

77.	Leader in Green City practices
78.	Attractive night life
79.	Less segregation among communities/people
80.	Attractive to professionals
81.	Excellent public transportation
82.	Tourist destination
83.	Average temperature below 90 degrees
84.	Shaded public transportation stops
85.	Super family oriented water parks
86.	Vibrant city
87.	Shopping malls outdoor
88.	Trees along all major transportation corridors
89.	More emphasis on higher education
90.	Progressive politically
91.	Increase of high tech industries
92.	Freeways don't equal transportation corridors
93.	Older neighborhoods revived rebuilt reinvested in
94.	Eat more pizza
95.	Greener
96.	Not the site of biggest loser
97.	Doesn't rely on retail tax revenues
98.	Vibrant downtown

S1 Survey: The One Most Significant Change

Instructions: Please respond to the following survey questions. There will be an instruction at the end of the survey on how to submit your responses.

Questionnaire Results
11 Responses

Transformational Outlook

1. As you reflect on how Mesa may have changed in 10 years with a focus on transformational ideas being implemented and integrated into the City, what's the ONE MOST SIGNIFICANT way that Mesa has changed? What's strikes you most about the difference between Mesa today, and the mesa the you envision 10 years from now? (Please be as specific and persuasive as you can....)

No.	Idea
1.	A wide and diverse selection of higher education spread among downtown, the knowledge corridor, and Fiesta Village.
2.	Create a common theme of large Green landscaping wherever the village hubs exists.
3.	Key corridors include trees, pathways for walking and bikes, good lighting, and vehicular support, to connect the cores of the villages. Some include extensions of light rail, the others feature enhanced bus service.
4.	A long term financial plan exists to adequately fund community operations with funds available to implement future community goals important to the majority of the residents.
5.	There will be more younger people staying in the community as vibrant contributing members because this is a city that provides a range of job opportunities, neighborhoods that encourage outdoor activities, and the supports for active engagement--parks, sports, arts, dining, night life, etc.
6.	Mesa is a physically and emotionally healthier community that realized the benefit of focusing its infrastructure on improving the quality of life of all its citizens(access to health care, access to arts and culture, access to recreation, etc.). This change has reduced the impact of growing health care costs and made the community an attractive place to work and live.
7.	Communities are developed in a way that enhance the quality of life. Public transportation, parks, multi faceted buildings.
8.	Mesa would be the place to be, a desired accepting community embracing new and different ideas and energy. A real commitment to change has taken place with a greater willingness to try new things and adopt creative / far reaching ideas. A city that people want to be a part of the trendsetting things that have happened are continuing to happen. People want to be a part of something new and different, but also history and traditions, while building on them in new and creative ways.
9.	There will be a diversity of education, housing density, and economic development that is interconnected though well planned transportation systems that include pedestrian, street, and

light rail options.

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10. Excellent additional 4 year colleges that also have a master's program. Additional top level tech businesses, etc. That have terrific entry level job programs. Affordable, attractive living accommodations. Public transportation (light rail, buses) that links the city wide and to other Arizona cities.
 11. The youth of Mesa expect to continue their education in some way beyond H.S. There's continuity for graduates of schools to feed corporations, who in turn feed neighborhoods and enable purchasing power.
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The Transformational Triggers

Instructions: Now, as you think about the IMPACT of transformation in Mesa (how it might look like in ten years, what are the transformational focus areas that will ENABLE AND TRIGGER that transformation? What would our transformational ideas and projects be aligned with that might have the opportunity to move us forward to our future vision of Mesa? (multiple responses)

Ideas Results

No.	Idea
1.	Recreation
2.	Transportation
3.	Education
4.	Creation of high quality jobs
5.	Arts and Culture
6.	Economic development
7.	Higher education
8.	Health
9.	Land use policy encouraging infill
10.	Arts & culture
11.	Quality of Life
12.	Transportation corridors
13.	Employment
14.	Educational system that supports local job creation
15.	Reinvestment in rebuilding/revitalizing "old" Mesa and its neighborhoods
16.	Higher education
17.	Visual look.
18.	Downtown redevelopment
19.	Interest enabling
20.	Sustainable sources of funding

21.	Economic development
22.	Safety
23.	Preserving historical buildings
24.	Inclusiveness
25.	Green
26.	Support a strong, vibrant residential concept next to the major attractions
27.	"Green" city initiatives - commercial and governmental
28.	Public safety
29.	Landscape along primary corridors
30.	Development of non automotive transportation
31.	Employment
32.	Inclusion
33.	A reenergized urban core with more jobs, education and residents
34.	Gateway Airport development
35.	Community involvement
36.	Diverse transportation
37.	Vibrant downtown
38.	Human- friendly environment: parks, bike/running paths, horse riding paths, etc.
39.	Projected sense of belonging
40.	Neighborhood and City pride
41.	Diversity
42.	Options for young to old
43.	Vibrant center for professional jobs with Fortune 500 companies
44.	Accountability and transparency of city government
45.	Investment and upkeep in properties both commercial and residential
46.	Good eats

(2) Categorization of Transformational Focus Areas

Instructions: The following is a summary of the responses. In a moment we'll discuss this list further and then do some work to populate these areas with iMesa project examples and candidates.

Ideas Results

No.	Idea
1.	NEXT LEVEL EDUCATION: A wide range of advanced educational options and abilities to access those options in Mesa.
2.	DOWNTOWN VIBRANCY: A distinct and vibrant downtown that is a showcase of pride and attracts people during the day and the night. An exciting place to be.
3.	ADVANCED TRANSPORTATION ACCESS: A wide range of transportation modalities; including light rail, airport access, surface roads, fast rail and the integration of walkways and bikeways.
4.	CULTURAL VIBRANCY: There is a great sense of cultural and diversity celebration that is supported by a focus on the arts, culture, places to gather, points of pride, learning centers, etc.
5.	DIVERSE AND SUSTAINABLE ECONOMY: A diverse economic base that is a net creator of jobs in the business and work force areas, that seem to align with our culture and community. Draws young professionals, the creative class, advanced technology, and industries that matter.
6.	A NEW SENSE OF LIVEABILITY: Neighborhoods with personality, connected communities, integration of business/retail/education/residential, a focus on wellness, fitness, and emotional and intellectual health.
7.	RECREATIONAL DEVELOPMENT AND ACCESS: A specific focus around parks and recreation, access to the desert and mountains, and events and activities that draw others into Mesa.

Access to the iMesa Website

Instructions: As part of our working in populating the transformational focus areas, please feel free to access the iMesa website. The base Mesa site URL is below and you can then 'toggle' between the Advanced Strategy Lab platform and the iMesa site by using the 'alt/tab' approach (press alt key and tab key at same time to see the two applications, tab to the one you want to see...)

Ideas Results

No.	Idea
1.	Please click on the following base URL for the City of Mesa website and access to iMesa: (Attached: http://www.mesaaz.gov/iMesa/ , 0 bytes)

Transformational Area 1: NEXT LEVEL EDUCATION

Instructions: As you think about this area of transformational focus for Mesa, what are some of the most compelling ideas and project examples from the iMesa input and your own ideas) that could be part of this area of focus? (multiple responses--be as specific as you can when describing a project or idea...)

Ideas Results

No.	Idea
1.	Law school
2.	Graduate schools
3.	Recruit private, non-profit higher education institution for downtown site
4.	Make MCC a 4 year college
5.	Recruit a liberal arts college that can leverage and enhance development of Green Economy
6.	Downtown, Fiesta Village & knowledge corridor
7.	BYU - Mesa
8.	MBA Programs at ASU Polytechnic
9.	Access to affordable and attractive student housing
10.	Mesa campuses of top graduate schools from the Northeast, Midwest
11.	Recruit additional colleges that offer unique programs
12.	Are schools expanding into full campuses or is the future in satellite hubs for online learning? Is the campus concept realistic?
13.	Bring schools into core business area accomplishes this transformational area and would help downtown vibrancy. 1 Macdonald and Univ. Mesa Dr.
14.	Veterinary School in Mesa
15.	Create a Communiversity site that would support multiple universities and facilitate the creation of hubs for non-Mesa based schools

Transformational Area 2: DOWNTOWN VIBRANCY

Instructions: As you think about this area of transformational focus for Mesa, what are some of the most compelling ideas and project examples from the iMesa input and your own ideas) that could be part of this area of focus? (multiple responses--be as specific as you can when describing a project or idea...)

Ideas Results

No.	Idea
1.	Incentives for property owners to bring their buildings up to date inside and out.
2.	Economic variety of residential housing within walking distance to the village hubs
3.	Turn McDonald from Main to Pepper into an urban plaza, creating a space for people to gather, hold events, concerts, movies...add a splash pad for warm weather activity
4.	Microbrewery/restaurant where justicetrax is now.
5.	Make SOMETHING out of One East Main
6.	Higher educational facilities downtown
7.	Revitalize Convention Center and outdoor venue
8.	Expand types of businesses, art centers, restaurants
9.	Create a tree scape requirement that interconnects most developments which will encourage walking and biking and longer visits to commercial ventures.
10.	Mesa Membership card for X off on restaurants/businesses downtown. (Buy Mesa)
11.	Mesa downtown needs a "night life" atmosphere including more entertainment, specialty restaurants and night clubs
12.	Downtown and surrounding neighborhoods need to be reinvested it and rebuilt encourage young creative class and young families to move in to create more of a live, work and play dynamic in Downtown. Instead of just a work have lunch go home...as it seems currently
13.	Add restaurant/cafe to Mesa Arts complex
14.	Add higher ed option in downtown area
15.	Build off the current events going on Downtown, giving more reason to draw new people back into downtown to shop and dine and return more frequently.
16.	Need stores open late and on Sunday!
17.	Create one or more "signature" sporting or similar events to draw non-residents to Mesa, particularly to downtown

18.	Promote the easy access to recreational activities in the adjacent Tonto National Forest
19.	Focus not only on Main Street but the area to University and Mesa to Country Club as downtown
20.	Use Light Rail construction as an opportunity to start with a clean slate downtown to create appropriate landscaping, lighting, color, sound...aesthetically inviting for people to come and stay.
21.	Bring in catalyst businesses Brewery, Night Club, Marquee Restaurants...to complement the catalyst culture; MAC / Museums and catalyst transportation; Light Rail
22.	Do not let the few "not in my back yard" vocal residents dictate the revitalization of Downtown.
23.	Require a higher level of design appearance for all new structures by requiring a specified percentage of the cost be for artwork or amenities - as ADOT does for highways. Our new east valley freeways and Route 87 to Payson are examples of the aesthetic benefits.
24.	Condos, lofts
25.	Sprinkler all or select buildings downtown making it easier for different business types to open without additional investment in buildings they may not own.
26.	A small upscale grocery store like Sprouts.
27.	A midsize movie theater.
28.	Several annual festivals.
29.	Offer services to help startup businesses improve the look and feel of the Main St businesses
30.	Create recognizable entry points to the downtown area
31.	Bring quality entertainment to the downtown area
32.	Planful development, using a coherent design/theme for downtown
33.	Technology incubator in downtown
34.	Smartphone app for downtown Mesa activities
35.	Bring quality shopping to the downtown area, similar to San Tan Village
36.	Keep growing and capitalizing on the unique businesses finding their niche in the Downtown area.
37.	Bring the Mining and Mineral Museum to the federal building in downtown Mesa as a compliment to the three existing museums to generate foot traffic.

Transformational Area 3: ADVANCED TRANSPORTATION ACCESS

Instructions: As you think about this area of transformational focus for Mesa, what are some of the most compelling ideas and project examples from the iMesa input and your own ideas) that could be part of this area of focus? (multiple responses--be as specific as you can when describing a project or idea...)

Ideas Results

No.	Idea
1.	Extend light rail to Gateway airport and ASU Polytech
2.	Utilize canal system
3.	Create more trails and communicate Mesa's trail system
4.	Pedestrian walkways and bike paths that are interconnected throughout the city utilizing the existing canal structures.
5.	Provide paths and trails that minimize the effects of the hot months
6.	Provide economical transportation between educational institutions
7.	Create pedestrian and bike trails leveraging primary transportation corridors
8.	Add trees / shade along pedestrian paths
9.	Link bike paths and create a logical system that merges public transportation to the system of bike paths
10.	Create a high speed link between Phoenix Mesa
11.	Create a master plan for Light Rail. Expand it to far east mesa.
12.	High speed transportation---rail, monorail, etc---from Gateway Airport to Sky Harbor.
13.	Provide incentives for people to use public transportation. Park & Ride lots, shaded stops, discount tickets
14.	Turn Country Club into a "parkway" (subfreeway) from the 60 to the 202.
15.	Turn main
16.	Create a high speed link between Phoenix Mesa Gateway Airport and PHX*****Completed #10 (sorry...fat fingers)
17.	Provide multiple transportation links to all major AZ cities.
18.	Turn Main Street into a walking mall with only the light rail and NO auto traffic. Safety issue and

	more attractive environment. Reroute traffic onto 1st St. And 1st Ave.
19.	Create an express route between downtown Phx and Mesa
20.	Change left-turn signals to lagging left
21.	Expand public transportation to connect all parts of Mesa to one another and to other valley cities.
22.	Demand that all corridors become tree-lined with evergreens, not palo verdes
23.	Create public transportation to not just go through Mesa but throughout Mesa. Availability to the entire Mesa area
24.	Smartphone app for public transportation schedules
25.	Get the "Phoenix" out of name of Mesa Gateway Airport. It is inaccurate and misleading.

Transformational Area 4: CULTURAL VIBRANCY

Instructions: As you think about this area of transformational focus for Mesa, what are some of the most compelling ideas and project examples from the iMesa input and your own ideas) that could be part of this area of focus? (multiple responses--be as specific as you can when describing a project or idea...)

Ideas Results

No.	Idea
1.	Buckhorn Baths renovation
2.	Create several major festivals annually to celebrate Mesa's diversity (e.g., Hispanic influence, Mormon historic day, MLK day)
3.	Continue to support arts programming at Mesa Arts Center and other venues
4.	Make permitting easier for special events and create funding to help start new events and traditions for the community to enjoy. Helps build community and celebrates diversity.
5.	Open additional library branches and/or extend hours at existing libraries
6.	Develop sustainable community gardens
7.	Create multiple venues that promote community celebrations
8.	Buckhorn Baths revitalization with private industry
9.	Expand cultural vibrancy in downtown Mesa. Need more art galleries. Provide additional avenues to artistic education
10.	A Mesa-based and oriented community newspaper.
11.	Broaden the City's ability to protect historic buildings, etc.
12.	Lend support to some of the burnt-out volunteers who often single-handedly plan and orchestrate city events like macfest
13.	Create "sticky-spaces" where small groups can gather - could be related to a corner park, an expanded bus stop, adjacent to a community garden, or near a coffee shop
14.	Create high density living in downtown Mesa
15.	Create special discounts to all Arts Center activities by proving that you are a resident of Mesa (show your City of Mesa utility bill) when purchasing tickets.
16.	Create and invest in community events that take place in each village and in association with current cultural facilities and offerings. Hold where they well also have an economic impact generating business for Downtown, Fiesta District, Superstition Springs...
17.	Create a communication network that allows easy reservations for groups to use, rent, and know how to have access to all city owned multipurpose facilities

Transformational Area 5: DIVERSE AND SUSTAINABLE ECONOMY

Instructions: As you think about this area of transformational focus for Mesa, what are some of the most compelling ideas and project examples from the iMesa input and your own ideas) that could be part of this area of focus? (multiple responses--be as specific as you can when describing a project or idea...)

Ideas Results

No.	Idea
1.	Attract businesses that create premium jobs without excessive reliance on financial incentives
2.	Plan for the baby boomer generation getting older with a strategic plan for addressing the needs of our aging residents.
3.	Provide education options to support existing high tech businesses and future ones identified in the city strategic plan
4.	Attract a variety of light manufacturing to diversify the employment economy
5.	Establish village based "incubator" sites
6.	Create a job training center that can be quickly transformed to meet the needs of future employers
7.	Establish a resource of educational opportunities to support entrepreneurial business development
8.	In addition to major businesses, encourage development of small business through theme based incubators. Think about a food-service incubator, or a recreation business oriented incubator, not just a high tech incubator.
9.	Work on bringing in regional hqs of Fortune 500 companies---downtown and along the 60.
10.	Focus on ways to increase green energy use and green technologies as employers in Mesa
11.	Higher education facilities will bring economic stability and provide employers (Fortune 500 companies) with a well-educated workforce.
12.	Bring more medical/health/pharma related companies.
13.	Lighten the burdens on small business to comply with government demands, to include inordinate delays in planning
14.	Provide creative incentives to attract businesses to Mesa providing high paying jobs. Other than no Mesa city property tax that, in the future, may change.
15.	Bring in more aerospace technology to enhance/supplement Gateway/Falcon Field areas

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| 16. | Small businesses across Mesa are in need of good workers...coordinate with schools to leverage programs and schedules to meet small business needs |
| 17. | Diversify revenue sources. Mesa cannot continue to rely on the boom and bust of sales tax revenue alone to create a sustainable future. |
| 18. | Encourage development of attractive diverse villages and neighborhoods so that Mesa is unique and doesn't have a cookie cutter appearance |
| 19. | A Six Flags-type theme park |
| 20. | Indoor winter sports arena: ice skating, skiing, etc. (Skiing on a special plastic ski run.) |
| 21. | Encourage mid-size to large businesses to adopt solar energy. |
| 22. | Protect mesa gateway airport from residential encroachment that could limit economic potential. I drives me insane to hear housing was built next to the airport and then those residents complain about airplane noise. |
| 23. | Ensure all universities and colleges are engaged with Mesa economic development - use curriculum strategically |
| 24. | Install solar panels in the roofs of all city buildings. |
| 25. | Develop a green energy incubator |
| 26. | Leverage existing aviation and aerospace assets to make Mesa THE location for unmanned aerial systems research and development |

Transformational Area 6: A NEW SENSE OF LIVEABILITY

Instructions: As you think about this area of transformational focus for Mesa, what are some of the most compelling ideas and project examples from the iMesa input and your own ideas) that could be part of this area of focus? (multiple responses--be as specific as you can when describing a project or idea...)

Ideas Results

No.	Idea
1.	Encourage mixed-use village cores
2.	Encourage in-fill and rehab projects rather than sprawl
3.	Diverse housing options that include more density in coordination with light rail expansion.
4.	Encourage local food cafes, etc., perhaps associated with community garden projects
5.	Add more neighborhood parks, especially in central and west parts of town
6.	Create Mesa Riverview Lake/recreational complex
7.	More bike trails and/or walking pathways within communities
8.	Encourage neighborhood commercial locations with independence and character - not just another strip mall.
9.	Add splash pads at city parks
10.	Develop neighborhoods that foster walking and the use of public transportation
11.	Make community swimming pools available during weekends in hot months.
12.	Additional youth recreational activities at parks, schools, community centers
13.	Expand city-school partnerships to provide neighborhood sports, arts, cultural opportunities for children and families.
14.	Encourage/support volunteer code reinforcement groups
15.	Celebrate that Mesa is a giving community that cares about one another. Over \$100,000 is collected each year through the ABC (water bill) donations for human services. It would be amazing if Mesa businesses could individually or collectively provide a matching fund that also celebrates the giving spirit of mesa residents.
16.	Begin to think of Mesa as a cluster of villages rather than a downtown surrounded by bedrooms
17.	Create a large-scale volunteer program that allows people to give to their community while taking that which the community can afford to give at negligible cost (such as event admissions, museum entry, perks provided by businesses, etc.)

18.	Develop a Mesa-wide long range plan to spruce up existing parks and add amenities that aren't offered now. Such as splash pads, bark parks, etc.
19.	Work out the problems with youth ball leagues and rec programs to maximize the number of children utilizing our parks
20.	Distinct areas of Mesa designated by street signs like is now in place for Fiesta District.
21.	Create better riding paths - such as bikes, horses, etc.
22.	Increase walking paths.
23.	Coordinate with schools and non-profits to effect optimal program options for youth
24.	Capitalize on the Light Rail Extension and the livability that will create along the extension line that mass transit will create between residences, jobs and amenities (parks, stores, culture...)
25.	Actively promote the conversion of a select group of vacant buildings into either community centers---library, computer skills education, employment.
26.	Investigate connecting Mesa Riverview Park to Tempe Town Lake via a Salt River Walking/Biking Path
27.	More infill and redevelopment projects, creating an inside out approach
28.	Develop a long range plan on redeveloping City's blighted areas so that Mesa is known for its attractiveness.
29.	Get ride of County islands.
30.	Enhance the identity of libraries as a technologically advanced center of community activities and a resource of community history and not just a warehouse for books
31.	Develop a downtown Mesa plan that includes places for citizens to live so they can walk downtown. Could be multi-story apartments or condos.
32.	Consider usage of City owned land to encourage development.
33.	Underground power/telephone lines.
34.	Consistent street lights.
35.	Redevelop vacant strip malls in to pedestrian friendly mixed-used areas
36.	Horse riding path along the Salt River from Dobson to Power.
37.	Horse riding trail on Val Vista north of McDowell
38.	Evaluate speed limits in downtown Mesa and make them consistent. Particularly north - south streets. Now limits can change every block (35 to 40 to 35 to 45, etc.)

Transformational Area 7: RECREATIONAL DEVELOPMENT AND ACCESS

Instructions: As you think about this area of transformational focus for Mesa, what are some of the most compelling ideas and project examples from the iMesa input and your own ideas) that could be part of this area of focus? (multiple responses--be as specific as you can when describing a project or idea...)

Ideas Results

No.	Idea
1.	Create multi use recreational parks throughout Mesa
2.	Leverage parks investment to create longitudinal parks along canals or primary transportation corridors. More walking, jogging, biking pathways to connect core of villages
3.	Provide connector trails and paths between existing and future recreational amenities
4.	Utilize open spaces for bike paths, walk ways and running paths
5.	Provide shaded rest areas with access to water along all linear paths
6.	Add splash pads to parks
7.	Until Site 17 / University and Mesa Drive is developed, utilize it as a park or fields for youth and adult sports, brings people into the area and also helps create that Downtown vibrancy
8.	Designate more areas for soccer and family oriented (Frisbee golf) green parks with plenty of shade trees and picnic equipment, joined with splash pads including sufficient off street parking.
9.	Create an equestrian center linking the Tonto National Forest to northeast Mesa
10.	Festivals in each of the villages, to create a sense of community within the separate villages
11.	More community gardens
12.	Find new team to use old cubs stadium, minor league team?
13.	Create a trailhead in northeast Mesa where the CAP canal crosses Bush Highway to serve the many trails that are planned to connect there
14.	Find the money to create more city parks and to operate the ones we have
15.	Create the Riverview area similar to Tempe Town Lake
16.	Make Mesa a Bicycle gold community
17.	Connect Riverview area to Tempe Town Lake via at least a bike/walk path

18.	Theme park or parks
19.	Upgrade current park facilities
20.	Regional pools like the one at Kino
21.	Turn all of the canals into recreation paths for running, bikes, etc. For relaxation
22.	Make community centers open on weekends
23.	Bark parks throughout the city
24.	Bring in a Cactus league team
25.	Provide indoor options for walking (coordination with malls for early/late hours) and/or school facilities and rec centers
26.	Mesa cc rose garden
27.	Mesa historical museum
28.	Upgrade retention basins to parks with amenities: Shaded eating areas, BBQ, children's play area, volleyball area, Frisbee park, etc.
29.	Recruit a 2nd spring training team to take over the now vacant Hohokam
30.	Power Rd near Red Mountain: Trailhead parking lot
31.	Perform a demographic profile/assessment of what the community wants in terms of Arts & Culture, Education, etc. And how much they're willing to pay for it by putting a survey online at mesaaz
32.	Greenbelt along 202, East of Power Rd.
33.	Utilize the canal system to increase walking/biking paths that are interconnected throughout the city and the entire valley.
34.	Hotel in N.E. Mesa near Boeing & the golf course
35.	Donuts at the iMesa meetings

Recommendations to Support and Sustain iMesa

Instructions: Think about the idea of iMesa becoming an ongoing and enduring part of the culture of Mesa--that we are known as being a city and community that thinks transformationally. What should the Mesa City Council do over the next 12-24 months to support and sustain the iMesa effort and help it become an ongoing part of our culture? How can the Council help to make sure that this is an ongoing process and not just a one time project? (multiple responses)

Ideas Results

No.	Idea
1.	Let's move a couple of projects forward so we keep the momentum going!
2.	Link recommendations to strategic plan or modify strategic plan to reflect recommendations
3.	Either establish iMesa as an on-going task force/committee or decide if this is an initiative the council itself should take on.
4.	leverage those projects most clearly aligned with strategy plan
5.	Reinforce support of iMesa in State of the City address by Mayor in January.
6.	Create a council sub-committee or an advisory committee like Planning and Zoning to solicit and review both new iMesa ideas and progress on existing ideas that are being implemented and require periodic reports to council - "what gets measured gets done"
7.	Create an annual report that addresses the iMesa recommendations
8.	as a committee member, I would like to see ongoing progress reports and action steps that are developed around specific transformative ideas
9.	Continue providing forums for members of the community to suggest ideas and comment on each others ideas--website and/or village meetings.
10.	Have iMesa committee members at the Mayor's breakfast in January.
11.	For the City Council to prioritize and begin to implement the ideas they like from the list of ideas in each of the categories
12.	Start with the low hanging fruit, then a mid level project growing into a commitment on a major iMesa project that may take several years to complete, but is a showcase iMesa project and benefit to the entire city.
13.	use iMesa concept as a part of City Council business - constantly requesting input and evaluating possibilities
14.	have committee members submit specific proposals for moving ideas forward
15.	Celebrate iMesa ideas

16.	create a template for defining an issue and moving it forward (issue, stakeholders, challenges to implementation, timeline, etc.)
17.	Council and staff should actively review all new or continuing city paid projects against approved iMesa goals as they are being reviewed by council
18.	Encourage the iMesa Committee to set up community groups in all of the districts/villages using the Mesa Grande (Riverview) Community Group as the model.
19.	introduce key iMesa ideas that will be moving forward at the Mayor's breakfast
20.	Have each Council member find an iMesa project in their district and help see it through, utilizing it as a seed for future district iMesa projects to be championed by future city leadership.
21.	provide list to committee members of skills/experience/boards of respective members to help identify areas of expertise and community connections to formulate more comprehensive proposals
22.	Seek input to iMesa and review ideas annually prior to budget preparation
23.	Different ideas will need different resources and implementation plans. Can we break the ideas up into pods that will require similar action steps or resource development strategies to focus on developing measurable results.
24.	Get future leaders involved and invested to carry on when they are in a position of leadership in the community.
25.	break committee down into sub-committees based on areas of expertise: education, A & C, economic development, etc.
26.	Assign a budget item to iMesa idea review and implementation up to an annual budget for prompt action
27.	Based on community inputs, identify those recommended ideas that could be accomplished over the next 5-10 years. Identify those ideas that can happen without additional funding from the community. Identify those ideas that will require a special election for funding.
28.	identify what is a short term project to implement project vs. a long term project that will take years to develop
29.	Incorporate the term iMesa into their communications so that it becomes an institutionalized idea for Mesa citizens
30.	Have Mesa leadership group adopt an iMesa item as part of their class project each year.

(4) Categorization of Recommendations

Instructions: The following is a summary of the responses. In a moment we'll assess the list...

Ideas Results

No.	Idea
1.	Identify and support an initial set of projects for funding in 2012
2.	Link the categories and project recommendations to the city strategic plan
3.	Further develop the committee/task force structure to support the set of categories for transformation (for example: a committee for each category of transformation)
4.	Use iMesa as a basis for discussion at each council meeting
5.	Create an annual report on the progress of iMesa, and publish widely
6.	Expand the public forums and community input on each of the primary category areas
7.	Find a way to celebrate the early success of iMesa projects (pick some that can be implemented quickly)
8.	Include iMesa at the Mayor's breakfast
9.	Create a repeatable template and staff support for implementing iMesa projects
10.	Consider council member advocacy for specific category areas
11.	Use the iMesa website for ongoing progress for the community on iMesa
12.	Look at how the overall input on iMesa could influence long term policy and decision making for Mesa
13.	How to engage and align specific projects with community organizations that could help support those projects
14.	Further develop the term and the brand "iMesa"
15.	Reinforce that this idea base and concept is community driven

(4A) Prioritization of Recommendations

Instructions: Now, please assess how important you feel each of the following recommendations are for the Council to consider in how to sustain the iMesa transformation concept. Use a scale of 1-10 where a '1' means not at all important and a '10' means extremely important:

HIGH/LOW REPORT
10 Responses

Rating Criteria: Importance in Sustaining iMesa for the Future

Rank	Idea	High	Low	Std. Dev.	Avg.	Participation Ratio
Scale: 1 2 3 4 5 6 7 8 9 10						
1.	Link the categories and project recommendations to the city strategic plan	10	5	1.6	9.2	10/10
2.	Identify and support an initial set of projects for funding in 2012	10	5	1.6	9.0	10/10
3.	Further develop the term and the brand "iMesa"	10	8	1.0	8.8	9/10
4.	Find a way to celebrate the early success of iMesa projects (pick some that can be implemented quickly)	10	6	1.4	8.7	10/10
5.	Look at how the overall input on iMesa could influence long term policy and decision making for Mesa	10	6	1.3	8.5	10/10
6.	Use the iMesa website for ongoing progress for the community on iMesa	10	6	1.1	8.4	10/10
7.	Create an annual report on the progress of iMesa, and publish widely	10	4	2.2	8.4	10/10
8.	Create a repeatable template and staff support for implementing iMesa projects	10	6	1.4	8.2	10/10
9.	Reinforce that this idea base and concept is community driven	10	5	1.8	8.1	10/10
10.	How to engage and align specific projects with community organizations that could help support those projects	10	6	1.5	7.8	10/10

11.	Further develop the committee/task force structure to support the set of categories for transformation (for example: a committee for each category of transformation)	10	1	2.8	7.7	10/10
12.	Include iMesa at the Mayor's breakfast	10	4	2.1	7.5	10/10
13.	Consider council member advocacy for specific category areas	10	3	2.3	7.2	10/10
14.	Expand the public forums and community input on each of the primary category areas	10	4	1.9	7.1	10/10
15.	Use iMesa as a basis for discussion at each council meeting	10	2	2.4	6.0	10/10

(4A) Prioritization of Recommendations

Instructions: Now, please assess how important you feel each of the following recommendations are for the Council to consider in how to sustain the iMesa transformation concept. Use a scale of 1-10 where a '1' means not at all important and a '10' means extremely important:

FREQUENCY DISTRIBUTION REPORT 10 Responses

Rating Criteria: Importance in Sustaining iMesa for the Future

Rank	Idea	1	2	3	4	5	6	7	8	9	10
Scale: 1 2 3 4 5 6 7 8 9 10											
1.	Link the categories and project recommendations to the city strategic plan	0	0	0	0	1	0	0	1	1	7
2.	Identify and support an initial set of projects for funding in 2012	0	0	0	0	1	0	0	2	1	6
3.	Further develop the term and the brand "iMesa"	0	0	0	0	0	0	0	5	1	3
4.	Find a way to celebrate the early success of iMesa projects (pick some that can be implemented quickly)	0	0	0	0	0	1	1	2	2	4
5.	Look at how the overall input on iMesa could influence long term policy and decision making for Mesa	0	0	0	0	0	1	1	2	4	2
6.	Use the iMesa website for ongoing progress for the community on iMesa	0	0	0	0	0	1	0	4	4	1
7.	Create an annual report on the progress of iMesa, and publish widely	0	0	0	1	1	0	0	2	1	5
8.	Create a repeatable template and staff support for implementing iMesa projects	0	0	0	0	0	1	3	1	3	2
9.	Reinforce that this idea base and concept is community driven	0	0	0	0	1	0	4	1	0	4
10.	How to engage and align specific projects with community organizations that could help support those projects	0	0	0	0	0	3	1	3	1	2

11.	Further develop the committee/task force structure to support the set of categories for transformation (for example: a committee for each category of transformation)	1	0	0	0	1	0	1	1	4	2
12.	Include iMesa at the Mayor's breakfast	0	0	0	1	1	2	0	2	2	2
13.	Consider council member advocacy for specific category areas	0	0	1	1	0	0	4	1	1	2
14.	Expand the public forums and community input on each of the primary category areas	0	0	0	1	0	3	3	1	0	2
15.	Use iMesa as a basis for discussion at each council meeting	0	1	1	0	2	1	3	1	0	1

Session Feedback Survey

Instructions: Please respond to the following survey questions. There will be an instruction at the end of the survey on how to submit your responses.

Questionnaire Results
10 Responses

Leadership/Project Input

1. As you reflect on your work as part of the iMesa Steering Committee, and thinking about our workshop session today and the impact of the iMesa projects on the future of Mesa, what specific messages and input do you have for the Mesa City Council and the key leaders within the government structure about iMesa and its future? (Please be as specific and persuasive as you can...)

No.	Idea	Author
1.	iMesa web site fostered a large amount of input but public meetings were sparsely attended	ASC, A04
2.	The great thing about iMesa is the grassroots effort and community buy-in that the process and implementation encourages, and needs to make it happen. The ability to now implement and make some of these community driven items happen and be successful will be key in setting the bar for the future.	ASC, A01
3.	This has been an interesting and important project. I commend the mayor and council for its initiation and hope that our work will have some ultimate value in the future of Mesa.	ASC, A09
4.	Keep the focus on being action-oriented!	ASC, A07
5.	Idea is good, but public participation in village meetings was poor. Lack of interest or lack of communication is not known. Need highly visible action by council, greatly enhanced public participation and support, some early successes and continuing council interest with the necessary financial resources.	ASC, A08
6.	We are a diverse group of residents who care about the future of mesa and have invested a lot of time in bringing transformative ideas forward through this process. We will continue to be a resource, voice, and influence for this public process.	ASC, A06
7.	I hope the councilmembers will embrace the concept, process, and work of iMesa and recognize that the ideas that have come from the members of the community through the iMesa process are in harmony with what the council is so faithfully focused on---Building a Better Mesa!	ASC, A11
8.	Some suggestions are such that they can be accomplished in the near term. Others will take years and tens of millions of dollars to accomplish. Still others revolve around policy changes. Please don't let the latter category fall by the wayside!	ASC, A10
9.	iMesa is a "community" driven process that presents ideas to enhance Mesa and is supported by the City.	ASC, A03

10.	iMesa has the potential to develop and strengthen a larger community voice. iMesa is giving the citizens an opportunity to take ownership of their city.	ASC, A02
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2. What input or suggestions do you have on how the Committee can best present the overall status of iMesa and our implementation recommendations to the Council?

No.	Idea
1.	Take the results of the process directly to the public at a significant number of venues including Mayor's Breakfast and workplace meetings
2.	Individual meeting with each councilmember
3.	Written document along with oral presentation to highlight some of our findings. Perhaps have a team (2-4 articulate members) to present/answer questions?
4.	Templates for designing proposals to move transformative ideas forward
5.	Formal presentation at a council meeting, not at a study session. Committee needs to identify the top two or three ideas related to each element of the Council Strategic Plan for the presentation. Our agenda items do not match the Council Strategic Plan.
6.	Transformative ideas to not become reality over night. We want to be here for the long term to see progress made in the short term, mid-term, and long-term implementation of these transformative ideas.
7.	Separate projects from policy. Might also sort by those aligned with the current strategic plan vs. those that would suggest changes to the strategic plan.
8.	Present first at a special meeting of City Council members. Then present at a regular City Council meeting.
9.	A presentation before the council on what the community wants to see as change.

Session Feedback

3. What did you enjoy most about the session today? What did you find to be most positive?

No.	Idea
1.	Input from everyone Summarizations by facilitator
2.	Ability for everyone to have their own input at their own pace
3.	Interesting process. I think it helped us focus on the important aspects and to get through a lot of material relatively quickly. Took less time than I had anticipated.
4.	Collective sharing/brainstorming; facilitator synthesizing
5.	Input various of ideas from committee members
6.	The computer session style was amazing. I felt like a lot was accomplished in a short amount of time.

7.	Excellent way to quickly crystallize ideas and categories of ideas.
8.	Quiet brainstorming without sales pitches from individual proponents.
9.	Terrific process.
10.	This was an amazing process that allowed everyone that had a voice and we were able to stay on task.

4. What was the value of the Advanced Strategy Lab system in supporting today's session? (1-10 scale, 1 being of no value, 10 being of significant value)

HIGH/LOW REPORT

Rank	Idea	High	Low	Std. Dev.	Avg.
1.	What was the value of the Advanced Strategy Lab system in supporting today's session? (1-10 scale, 1 being of no value, 10 being of significant value)	10	8	0.8	9.2

FREQUENCY DISTRIBUTION REPORT

Rank	Idea	1	2	3	4	5	6	7	8	9	10
1.	What was the value of the Advanced Strategy Lab system in supporting today's session? (1-10 scale, 1 being of no value, 10 being of significant value)	0	0	0	0	0	0	0	2	4	4

5. Do you have any additional comments or observations about today's session or any aspect of iMesa and its implementation in the future?

No.	Idea
1.	The process collects a lot of input but there is little opportunity to "filter" the information
2.	Thanks!
3.	It would be nice to discuss/brainstorm the process timeline and methodology in order to anticipate next stages.
4.	I am anxious to see what the next steps are for this committee, and how I can be an influence.
5.	iMesa needs to continue to be a standing committee and not a "sunset" idea.
6.	I have a concern with iMesa as a brand. I understand where it comes from, but don't think it's smart to create a brand so closely associated with a commercial business nor a brand that isn't self-explanatory. Something like Mesa Futures or Mesa Directions or Mesa 2030 seems to more clearly communicate to individuals not directly involved in the process.